

Getting the message out: Challenging people to think differently

International Water Management Institute, November 2007

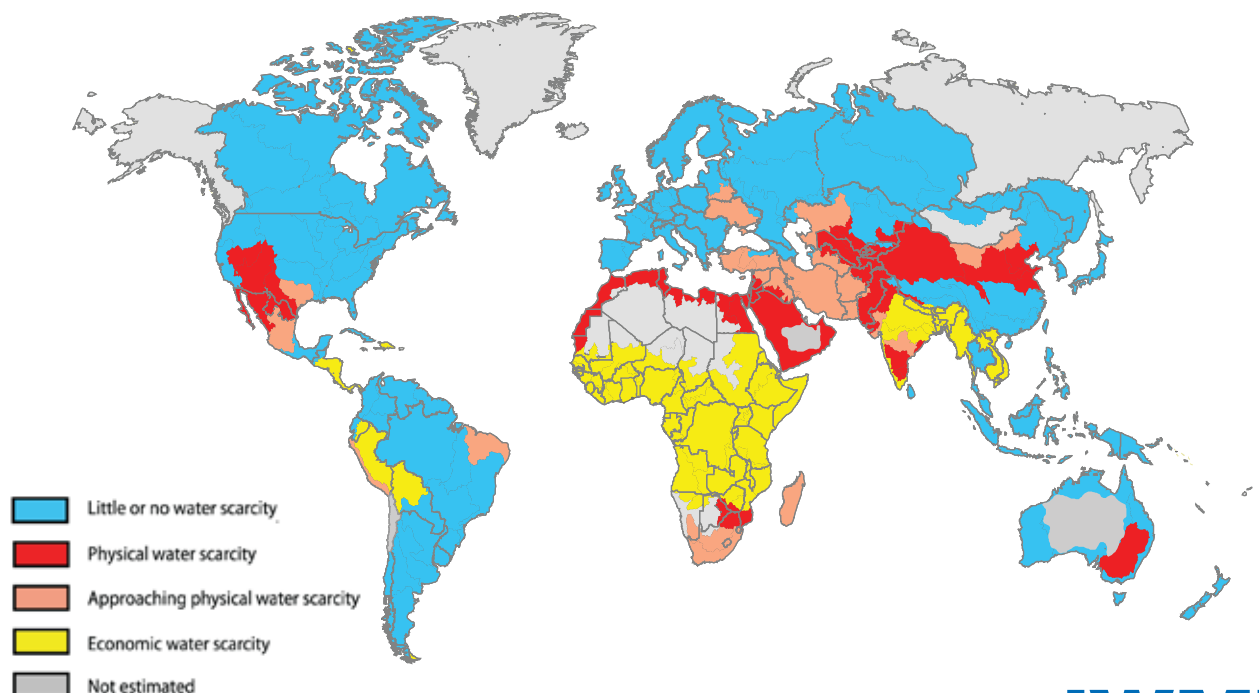


Water for Food, Water for Life: Raising the profile of water

The IWMI-led CGIAR Comprehensive Assessment of Water Management in Agriculture synthesis book, *Water for Food, Water for Life*, was published by Earthscan in March 2007 and presented to the World Bank, SIDA, SDC, Government of the Netherlands, IUCN, ICID, Wageningen Agriculture University, Overseas Development Institute, and at the World Food Prize Symposium and Stockholm Water Week. By succinctly describing the key water and food challenges, the book's messages are already influencing the strategies and discussions of major organizations such as the World Economic Forum and the Bill and Melinda Gates Foundation and are forming a base for MSc courses on Agricultural Water and Natural Resources Management.

IWMI's water scarcity map proves to be highly influential

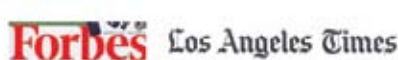
IWMI's research is influencing the world's development agenda by creating widespread awareness on water scarcity. One very visible output is the global map depicting water scarce areas, along with statistics on people in water scarce basins and suggestions for tackling water scarcity. The map was prominently featured in the United Nations brochure to mark World Water Day 2007, which focused on 'coping with water scarcity'. The water scarcity map and the related research messages have featured in print media including *New Scientist*, *Financial Times*, *The Economist*, *New York Times*, *Washington Post*; national newspapers in a number of countries; several news agencies, including Associated Press, Reuters, Xinhua News Service, and United Press International; and web coverage including ABCNews.com, CBSNews.com, Yahoo! News, Le Monde Online, ScientificAmerican.com, Economist.com, BBCworld.com, Forbes.com, NewScientist.com, Science Now and SciDev.net.



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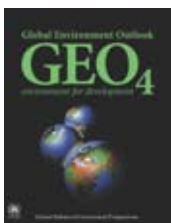
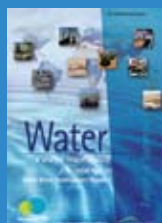
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IWMI's biofuel cautions reach wide international audience

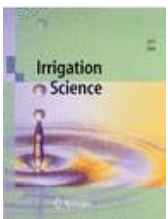
IWMI's paper on "Biofuels and Agricultural Water Use: Blue Impacts of Green Energy" added fresh perspective and insight into the ongoing discussions on biofuel production as a means of climate change mitigation. The paper points out that ambitious goals for biofuel production in China and India raise serious concerns because the crops to be used—maize in China and sugarcane in India—are particularly water intensive. A worsening water scarcity situation in both countries makes this prospect untenable and is likely to jeopardize sustainable water use for food production. The paper raised the crucial question of whether countries fully consider the tradeoffs when designing biofuel policies. IWMI's timely contribution to the biofuels debate received extensive global media coverage by major press agencies such as Reuters, AP and Agence France Press. The story was picked up by the Washington Post, LA Times, Forbes, Fox, MSN, Bangkok Post, China Daily, Gulf News, Indian Times and dozens of other news agencies and services, including blogs, from around the world. Several interviews were also given, including one with the BBC World Radio. Last but not least, the report and press coverage catalyzed discussions in the research and policy communities as well as national media, particularly in India and China.



IWMI's research is presented in key development and environmental publications

The recent proliferation of reports focused on water from leading international organizations highlights a growing concern over the management of the resource and its role in achieving the Millennium Development Goals. IWMI has significantly contributed to several of these publications, including the 2nd UN World Water Development Report: "Water, a shared responsibility", which captures much of IWMI's work on health and the environment, and UNDP's Human Development Report 2006, "Beyond scarcity: Power, poverty and the global water crisis", which draws extensively from IWMI research in presenting a socioeconomic perspective on the water crisis.

IWMI scientists were also key contributors to the "Millennium Ecosystem Assessment 2001-2005", which provides a state-of-the-art scientific appraisal of the world's ecosystems and their services as well as the scientific basis for action to conserve and use these services sustainably, and the UN's fourth "Global Environment Outlook: environment for development (GEO-4)", which includes a chapter specifically devoted to water resources.



IWMI contributes to special issues of journals

Over the past year, IWMI researchers have served as editors and authors in special editions of the Journal of River Basin Management on dams, ecosystems and livelihoods; Irrigation Science on water productivity; International Journal of Water Resources Development on closing basins; Paddy and Water Environment on agriculture-urban water competition; and Water Policy on agricultural water policy in China.